

CANADIAN DIGEST

MOVING PICTURE

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RAY LEWIS
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Silly Symphonies - Mickey Mouse Big Business

THE making of big fortunes through Big Business and the making of big financiers as well as Dictators, yes, even kings and queens is in the realm of fairy tales. What the mind can conceive has always been possible, that is if you had the mind to put into concrete form your conception.

Opportunity and circumstances play their part in making ideas get into action, although many men make their opportunity. If it had not been for Walt Disney plus the RKO backing on "Snow White" we would not have had the great adventure of "Gone With The Wind".

"Snow White" a fairy tale, in which a good little girl is saved from a bad step-mother, who is a witch, and who is found by a Prince who loves and marries her after she has been saved from the witch by the seven dwarfs, is the kind of a fairy tale which every good little girl and a few bad ones, have dreamed about ever since little girls were born.

For Big Business and Financiers to go into the Fairy Tale business is no pipe dream, it's a fairy tale; and now we can believe that fairy tales are really true.

Walt Disney, his middle name is Elias has a holding company called Consolidated Corporation, formed in 1938 with an authorized capitalization of \$2,000,000. Big Business became interested when "Snow White" turned in a gross of approximately \$8,000,000. But in 1923 Pictorial Clubs Inc. received about \$3,800,000 from the public for six per cent. preferred stock convertible to common shares on a share for share basis.

Today, we learn that at Burbank, Calif., there is a \$3,000,000 cartoon production studio under construction, for after "Pinnochio", who knows what fairy tales may come to make millions.

It brings to our mind the time that Columbia Pictures of Canada was releasing some shorts by Ub. Iwerks and Walt Disney, and a conversation which your editor had with Mr. Louis Rosenfeld of Columbia Pictures, Canada. "Get Walt Disney under contract," said Ray Lewis, "The time will come when his name will be featured on marquees." In those days we in the Industry looked upon "shorts" in the same way as our mothers looked upon liver. You remember, or do you, when you went to the butcher for your mother and in paying for the meat you added: "And my mother says will you please give me a piece of liver for the cat." You came away with a pound of liver, or more, because no one bought liver. Today calf's liver is higher per pound than choice lamb chops, steak, etc., because the medical research departments found out that it made good blood.

They tell us that "Gone With the Wind" is likely to gross \$20,000,000. Sounds like another fairy-tale, but so many are believing in fairy-tales that production of motion pictures may have its renaissance. The new programs have under consideration big and lengthy productions, daring adventures. The big pictures mean increase in admission prices, the success of "Gone With The Wind" proves that picture patrons will pay for what they desire to see, not the glorious minority only, but the great majority. They call the change revolutionary, from twenty-five cents plus giveaways to one dollar, and the public gives.

There is one important consideration in this picture revolution; and that is the percentage. No exhibitor can run a theatre save as a "clearing house" for distributors, when his picture costs run over a maximum of thirty-three per cent. of his operating costs, that is if his theatre represents any kind of an investment, and gives to its public all that it demands by way of luxury, convenience and comfort.

—Editor.

PUBLISHED BY

CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

259 SPADINA AVENUE, TORONTO 2

FINE ARTS PICTURES LIMITED

present

School For Husbands The Famous Stage Play by Frederick Jackson A COMEDY FOR WIVES

Cast includes: Rex Harrison Diana Churchill Romney Brent June Clyde
of "The Citadel"
"Storm in a Teacup"

"... Gay, Witty, beautifully played by a finished company." ... DAILY MIRROR.

"... large premier gathering figuratively ate up this screen version of Fredrick Jackson's cleverly written bedroom farce." ... EXHIBITOR.

"Witty drawing room comedy ... saucy plot, racy dialogue" ... MOTION PICTURE DAILY.

The Crimson Circle The Edgar Wallace Thriller

Cast includes: Noah Beery Hugh Wakefield June Duprez of "Four Feathers"

N. Y.
AMERICAN
"Crime and killings mystify and thrill CRIMSON CIRCLE. It is swift. It is holding from start to finish."

VARIETY
"... considerably superior to pictures of this kind ... enjoyable film fare."

DAILY NEWS
"Fast moving sure enough mystifier ... film sets new high."

FILM DAILY
"Very thrilling and suspenseful ... has all the ingredients for gasps and suspense ... Direction Very Good ... Photography Excellent."

France Is Ready Produced with Permission of the French Military Authorities IN ENGLISH

I consider this an outstanding production from every angle ... throws a true and penetrating light on high degree of efficiency ... the pride of our Army Navy & Air Force
F. Gallatt, French Consul. ... Van.

... is undoubtedly the most impressive film ever shown concerning French Military forces as a whole."
Rev. Father Jacq.
(Winnipeg)

... told in terse dramatic fashion this film is bound to race the pulse of any audience."
Winnipeg Free Press.

A Film hardly any person would wish to miss ... impresses with its authenticity and completeness. ... highlights ... "Blue Devils", "Maginot Line", New Giant Tanks and Submarine Cruisers.
The Albertan.

Life Dances On An Eight Star Triumph One of the World's Finest Pictures IN ENGLISH

Cast includes: Harry Baur Pierre Blanchard Marie Balle
Fernandel Louis Jouvet P. R. Willm
Raimu Francoise Rosay

Exteriors Filmed in: ITALY, THE ALPS and MARSEILLES

"Photographically the picture is a gem."
Post.

"Superbly acted and directed. ..."
Telegram.

"It is a brilliant Motion Picture."
N.Y. Times.

"Hollywood has produced nothing to equal it" ...
London Times.

LIMITED ENGAGEMENTS ONLY BEING ACCEPTED

FOR BOOKINGS
GRAND NATIONAL FILMS LIMITED

Per H. J. ALLEN, Gen. Mgr.

VANCOUVER

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ST. JOHN

RAY PRESENTS



MY mind is full of fairy tales and millions, the back to the "peep show" days in which latter enterprise Big Business is now interested, because five cents, or ten cents in a slot for fifteen minutes of 16mm, which can be projected anywhere, looks like a forerunner of television.

About 1891 the Countess D'Hauterive and her son presented at colleges and convents some fairy tales which had been made by Pathe. In this list was "Little Robin Hood", "The Forty Thieves", "Puss In Boots", etc. The Countess and her son, the latter, who was the operator and lecturer, came from France to Canada. The pictures were hand-coloured and the projection was operated through the turning of a crank. After touring through Canada and the U.S. the Countess and her son returned to Canada and in 1904 exhibited pictures at "His Majesty's Theatre" at Montreal, the latter house belonging then to Proctor vaudeville circuit.

The picture show ran for about three weeks with a change of program weekly. But back in 1892, the Chronophotophone was invented, followed by Edison's Kinetoscope the beginning of the "Peep Show" era. The Holland Bros. of Ottawa brought the "Peep Show" to Canada about two weeks after its successful opening in New York, and our records show Montreal as the first city in which the "Peep Show" was introduced. The Ottawa Street Railway is said to have exhibited Canada's first motion picture shorts, about fifty feet in length, among which we find mentioned, "The Black Diamond Express", "The John Rice and May Irwin Comedy Kissing Scene", "Watermelon Eating Contest", and "Bathing At Atlantic City".

In 1896 we had in Canada our first long film, shown at Toronto, in a store near where Simpson's store is at present. It ran for about two weeks during our Canadian National Exhibition and the charge was twenty cents with a continuous show from 10 a.m. to 11 p.m. daily, and with a spieler who stood on a soap box and did a ballyhoo to get the people in. It was the day of itinerants and "store shows". The Allens could tell you some stories about this kind of a show, so could a number of other pioneer exhibitors in Canada.

It was John Griffin who brought the first motion picture exhibition in a motion picture theatre to Canada. In 1896 he opened the Theatorium, later known as the Red Mill on Yonge St. near Queen. The admission price was five cents, the first picture "The Train Wreckers", the Theatorium was seventeen feet wide and about 100 feet long. Which brings me to the Canadian Pioneer Club. Not so long, being but a few months old, but wider since it takes in all Canada.

THE date set for the grand rally is March 27th. Chartered members will be accepted until that date. Ten dollars is the fee for chartered life membership. On another page of The Digest you will find an application form. If you started in the film business twenty-five years ago and you are associated with Motion Pictures today, fill in the application form.

I have an application for membership in the Canadian Picture Pioneers Club from Michael

(Mickey) Curry, member of the Vancouver Censor Board. Mr. Curry started in show business in England in 1910 and in Canada in 1911 as a projectionist at the Royal Theatre, Vancouver, B.C. Michael is one of the very few employees in our Industry who has held a position as technical adviser and assistant censor on the various Censor Boards of our Dominion. In his letter he sends regards to Joe Plottel, Charlie Stephenson, Clair Hague, Haskell Masters and adds, "I presume that Syd Taube is the same Syd Taube who used to have the old Universal Films in Vancouver City." Yes Michael the same, and I have delivered your regards as you will read. Welcome Michael!

A. J. Mason of Springhill, N.S., is a new Chartered Member. Welcome Mr. Mason. Mr. Mason writes, 'I have noticed with considerable interest the effort you have put forward to organize the Pioneer Film Club and at first I took it to be a social club among the film exchanges, but I soon found out that Theatre Managers and all others employed in the business were eligible.

"I believe I am eligible for membership in your organization because I have been associated with this great industry since the year 1905, thirty-five years ago. I believe I come very close to my friend Clair Hague of Empire-Universal.

"I first started out with an uncle of mine travelling from place to place in the Province of Ontario (which became my home in 1900). My parents moved the family lock-stock-and-barrel from Birmingham, England, to Hamilton. I had at that time just left school before coming to this country. My first initial experience was with a gas outfit, and many times we would have a great deal of trouble to keep the films from sticking together, emulsion was very sticky in them thar days, and there was only one place we could secure films and that was Toronto. I happened to be a boy soprano at that time so I worked in a dual capacity very often", (Another singer). "I then agreed with my Uncle that this travelling business was a discouraging job and we decided to open up permanently, in a town called Orangeville. Things did not seem to be very satisfactory there so I left and went to Brantford.

"The day I arrived at Brantford I saw a Theatorium sign, Moving Pictures showing the 'Holy City', this was in 1906-7, I am not quite sure which year, but I purchased a ticket for a nickle and went in. Someone was trying to sing the song, 'The Holy City' with the showing of the film, whether it was J. J. Allen or his brother I do not know, but I decided right then that they needed a singer and offered my services at an agreed price. After I sang the first song, I stayed for several months, occasionally relieving the operator."

Time and space is up so more Canadian Picture Pioneer biographies and applications next week.



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RAY LEWIS . . . Editor and Publisher

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— Correspondents —

ROBERT LANSING . . . Washington, D.C.
WARD SHAFESBURY . . . London, England
A. L. FAIRWEATHER . . . Saint John, N.B.
J. J. CONKLIN . . . Winnipeg, Man.
BRUCE PEACOCK . . . Regina, Sask.

"SCHOOL FOR HUSBANDS" BOOKED AT EGLINTON

Toronto, Ont. — "School for Husbands", Grand National film, is booked for the Eglinton Theatre, Toronto, March 11th. This film features Rex Harrison and Diana Churchill. Grand National's "The Crimson Circle" went into the Hollywood Theatre for a Toronto first-run this month.

O'LOGLIN AT CONFERENCE

New York, N.Y.—J. P. O'Loughlin, 20th Century-Fox Manager for Canada, attended the annual conference of sales managers held at the Park Central Hotel here, under the direction of Herman Wobber, general manager of distribution. The annual sales convention will be held in Chicago in April.

ACADEMY AWARD TIE-UP

Regina, Sask.—Bill Novak of the Capitol theatre got a nice break on "Gone With the Wind" in the local press. Day, after his advance box-office opened an illustrated story on the front page of the Leader-Post told about the many Academy Awards won by the picture.

TENDERS FOR PARRY SOUND

Parry Sound, Ont. — Tenders are being received by H. G. Duerr, architect, Toronto, for the construction of superstructure for the theatre on James Street, being built by the Premier Operating Corp.

"SENECA" AT NIAGARA

Niagara Falls, Ont. — Definite announcement is made by Famous Players Canadian Corporation to build a theatre, "The New Seneca" to open about June 15th, with a seating capacity of 1,000. Theatre will be located on the south side of Queen Street near the corner of St. Lawrence Ave. and Valleyway. Smoking will be permitted in the loges.

F.P. SELL BOOK TICKETS

Regina, Sask.—Thrift Book ticket scheme instituted by Famous Players Corp. is in effect at the Capitol, Metropolitan and Grand theatres here as in other Famous Players theatres in Canada. Patrons save time and money by buying books of six to 14 tickets at a saving of from 10 cents to 50 cents, good for anytime.

Premier Hepburn Bans "Canada At War" In Ontario

CLAIMS FILM ADVANTAGEOUS TO ELECTION CAMPAIGN

Toronto, Ont. — The "March of Time" feature picture, "Canada at War", has been banned from Ontario distribution until after the general election on March 26th, "if then", Premier Mitchell F. Hepburn announced this week.

Released throughout the Dominion, the feature "Canada at War" the Premier charged was made solely for "political purposes" and did not depict Canada's effort truthfully, he said. "If they want to show the extent of Canada's war effort, let them show the hundreds of thousands of unemployed who are walking the streets, looking for work or a chance to enlist, when the very security of Canada is at stake."

"The picture is definitely banned", the prime minister declared. "It consists of political propaganda for the federal government. Last election I took the definite stand no political pictures would be shown in Ontario. We are not going to allow the movies to be used for political purposes. It is far-fetched and misleading political propaganda. I would not allow a picture like that to be shown if there was a National Conservative or Liberal Government in office. The picture switches from the war at present to pictures of the war in 1914. It is very misleading."

"In banning this picture we are only following out the policy that was laid down in the 1937 election here in Ontario," he said. "It was suggested then that we show scenes of C.I.O. riots in plants in the United States, and if we had it would have been to the advantage of the Liberal Party. But I said no then and we are still adhering to that policy."

COUNCIL URGES BETTER FILM CLASSIFICATION

Regina, Sask. — Local council of women, Regina, sent a letter to Hon. E. M. Culliton, provincial secretary, whose department has oversight of theatres. Letter contained a request for a closer guard to be kept on the classifying of films, whether for adults or general. L.C.W. cinema committee reported it had found that in some cases wrong labelling left the impression that certain films were suitable for children when such was not the case.

NEW "CHATTER" PROGRAM

Regina, Sask. — New half-hour show, "Music from the Shows", over CKCK five days weekly should help to boost interest in the musical numbers from forthcoming pictures. Each program is devoted to the hits from Hollywood musicals. Hollywood gossip is used between numbers.

SPENCERS TO FLORIDA

Saint John, N.B. — Mr. and Mrs. F. G. Spencer are leaving shortly for their annual stay in Daytona, Florida.

G. HERBERT LASH NEW DIRECTOR OF INFORMATION

Ottawa, Ont. — G. Herbert Lash, former Toronto newspaperman, has been named Director of Public Information. Mr. Lash has been acting director since January, when ill health forced the retirement of Walter Thompson.

The organization work of the Bureau of Information is now completed and will start at once actively in connection with newspapers, radio and motion pictures. Under the direction of the Bureau, and in co-operation with the National Film Board, it is proposed to release a motion picture of Canada's war effort, once a month. The first film produced by March of Time, with Government co-operation was the 30 minute "Canada at War" released March 1st, (but which will not be shown in Ontario owing to Premier Hepburn's ban on the film as political propaganda), will be followed up by a ten-minute documentary film, "Privates' Lives", which will show scenes of Canadian troops off duty in London.

Also nearing completion is a picture "Atlantic Patrol" filmed in the March of Time manner, and showing the Canadian and British Navies on patrol and convoy duty. The script is now ready, and work is soon to start on a film depicting women's work in the war.

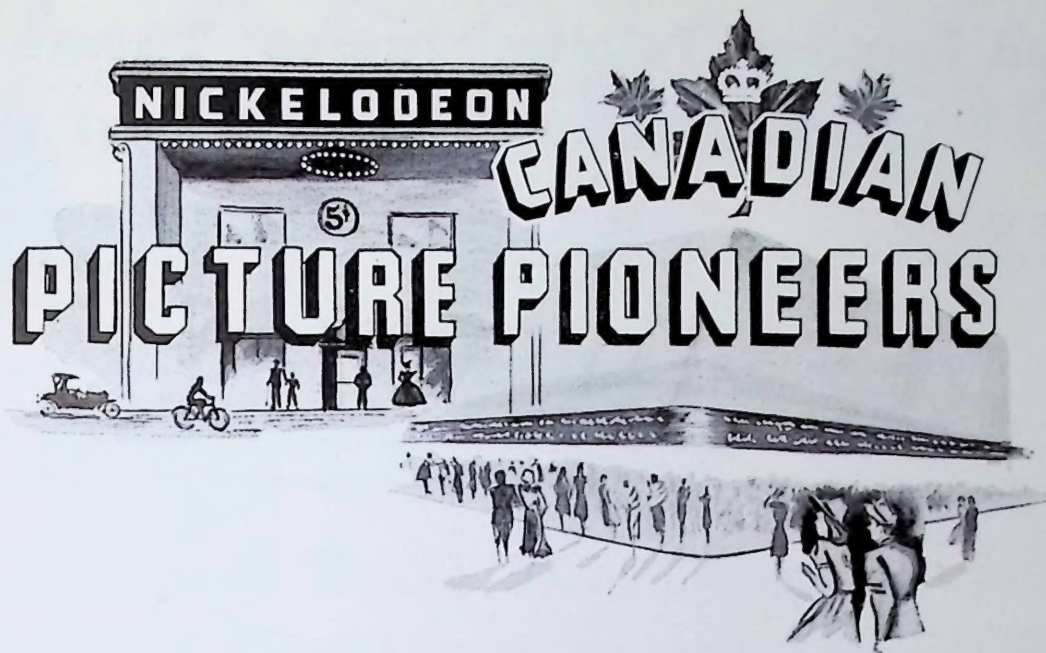
Motion picture theatres in Canada will co-operate in the exhibition of these films.

REX KELLOG TIE-UP

Regina, Sask.—Rex theatre here has catered to the youngsters for three years now with a five-cent Saturday morning show consisting of western picture, serial and half-hour sing song aired over CJRM. So popular has the sing song proven that the Kellogg Co., cornflakemakers of London, Ont., have taken over sponsorship of the half-hour under the title "Circle K Club". First quarter of the program consists of sing song and second quarter consists of transcription aired from CJRM and fed into the theatre. About 700 attend every Saturday. First club meeting was opened by the lieutenant-governor, Hon. A. P. McNab.

NEW COAT AT VITAGRAPH

Toronto, Ont. — The head office of Vitagraph Limited at Toronto has had a new paint job.



APPLICATION FOR MEMBERSHIP

My name is

My business address is

My business connection is

I joined the Motion Picture Industry in (year).....

As an employee of

Then located at

These TWO men can verify the year in which I joined the Industry:

Name

Address

Name

Address

I solemnly swear the above information to be true, that I am of good character and that, by virtue of the fact I have served in the Motion Picture Industry for at least TWENTY-FIVE YEARS, I am qualified to become a member of CANADIAN PICTURE PIONEERS. I fully agree that in the event it should be proven, after my admission to the organization, I have misrepresented any of the foregoing, I will voluntarily surrender my membership and my membership card after said misrepresentation has been brought to my attention.

SWORN BEFORE ME at the.....

of.....in the County of

.....in the Province of

.....this.....day of

.....A.D. 19.....

(Signed)

(Signed)

A Commissioner, etc.

NOTE: In the event applicant is unable to locate TWO men for verification purposes, the Executive Committee will accept for consideration such other proof as will clearly indicate the year of the Applicant's entrance into the Motion Picture Industry.

"The Mad Empress" Follows "Juarez" Theme

"Charlie Chan In Panama" Best of Series

"THE MAD EMPRESS"

WARNER BROTHERS

THIS is an independent production, produced by Miguel C. Torres, with the co-operation of the Mexican Government. Film was produced prior to Warner's own "Juarez", and contains somewhat the same story matter, and so Warner's bought it up. Now, they are releasing it, and in those situations where "Juarez" did not play, the picture will provide considerable entertainment.

American names of fair box-office value include Conrad Nagel, currently popular for his "emceeing" of the Silver Theatre of the Air on Sunday evenings, Lionel Atwill, Evelyn Brent and Duncan Renaldo. Frank McGlynn, Sr., is also in there for one of his famous Lincoln portrayals. Feminine star is Medea Novara, a Viennese actress who has been living in Mexico for several years. She photographs well, and shows a fair amount of talent, while her accent is perfectly in tune with her characterization.

While "Juarez" concentrated on the character of that name, "The Mad Empress" focuses interest chiefly on the Emperor Maximilian and his consort, Carlotta, with Juarez never photographed from the front, remaining virtually a voice. Plot shows how the Archduke Maximilian was duped by Napoleon III of France into believing that he and Carlotta were wanted by the Mexican people, to act as their Emperor and Empress, and how behind the bayonets of the French soldiers Maximilian began his rule in Mexico. Then when President Lincoln of the U.S. informed Napoleon that the presence of French troops in Mexico was a violation of the Monroe Doctrine, Napoleon cravenly ordered withdrawal of his soldiers, leaving Maximilian at the mercy of the forces of Juarez. Carlotta is shown travelling to France to beg Napoleon to change his mind, and then going insane when she realizes that no help is forthcoming for her beloved husband. The latter, after an unsuccessful attempt to defeat Juarez in pitched battle, is captured, and executed.

Conrad Nagel as Maximilian, Lionel Atwill as the French Marshal Bazaine, and Medea Novara as Carlotta carry most of the footage, and are quite satisfactory in their roles. Others include Guy Bates as Napoleon, Evelyn Brent as Eugenie, Earl Gunn as Diaz and Jason Robards as Juarez.

Directed by Miguel Torres.

Running time—72 minutes.

"CHARLIE CHAN IN PANAMA"

20th CENTURY-FOX

THIS the best 'Charlie Chan' picture since Sidney Toler stepped into the late Warner Olands' shoes in the same role. Toler seems to add more strength and plausibility to the role of the Chinese detective than in any of his previous attempts at the part. In addition, a first-rate script, presenting lots of excitement, thrills and chills, enables the players to 'give-out' in their best possible fashion.

Former actor, Norman Foster directed, and demonstrates clearly that he did right by shifting from an occasional featured role, to a place behind the megaphone. His direction is well-paced throughout, keeping the suspense at a high pitch right up to the final denouncement. A couple more chores like this and Foster should be set for some of the big-time directorial plums.

Although we personally missed the smiling countenance of Key Luke, who formerly portrayed Charlie's "No. 1 Son", until he had a little argument about salary with his bosses, his shoes are capably filled by Sen Yung as "No. 2 Son", a role similar to that portrayed by Luke. The attempts of the "No. 2 Son" to solve the mysteries all by himself, are both a source of worry and amusement to his honorable father.

Locale of the story is the Panama Canal Zone, with spies from every foreign nation seeking to learn precious defence secrets, and one at least, planning to trap the U.S. fleet as it sails through the Canal on manoeuvres. At the last minute, Charlie Chan, who has reduced his suspects to about six, succeeds in getting a confession from the right party in time to save the locks from being blown up, and the fleet from being rendered helpless to fight off an invading force.

Besides Toler and Sen Yung, the cast includes Jean Rogers, Lionel Atwill, Mary Nash, Jack LaRue, Addison Richards, Kane Richmond and several others.

Stock shots of the fleet on manoeuvres are included.

Screenplay by John Larkin and Lester Ziffren.

Running time—67 minutes.

POSITION WANTED

Young man, holder of Class C Projectionists' License, 3 years' experience, desires position to gain Class B License. Money no object. Write
DIGEST — BOX 55

SHORT SUBJECTS

"NEW HORIZONS"

VITAPHONE

THIS latest Color Parade subject deals with that part of the United States adjoining the northwest part of British Columbia, namely Alaska. Short shows the beauties of the Alaskan landscapes, the majesty of the mountains, and the fertility of the valleys. The industrial and agricultural wealth of the country is graphically shown, much to the wonderment of those who consider Alaska a frozen waste. Very interesting.

Running time—11 minutes.

"HOME MOVIES"

METRO-GOLDWYN-MAYER

A TYPICAL Bob Benchley short subject, dealing with the art of making and showing "Home Movies". As usual, Mr. Benchley uses himself as a typical example and discloses how to bore your friends to tears by showing the movies you made of your trip last summer. Starting out with an audience of six or seven, the end of a reel of poor photography and uninteresting subject-matter finds the amateur movie-maker's audience cut down to one, and that one asleep. As a final gag, Benchley blows up a pile of loose film.

"VALIANT VENEZUELA"

METRO-GOLDWYN-MAYER

A JAMES FITZPATRICK Travel-talk, in Technicolor, presenting a few of the pictorial highlights of the colorful South American republic, with particular attention given to the capital, Caracas. Native dances, and colorful native costumes are interspersed with commentary on the history of the republic. Considerable mention is made of the famed Liberator of South America, Simon Bolivar, and his birthplace and tomb are shown, as well as the monuments on his most famous battlefield.

Subject matter and commentary both interesting.

Running time—9 minutes.

"ALI BABA BOUND"

VITAPHONE

A LOONEY TUNE cartoon in black and white, featuring Porky Pig. This time Porky is in the French Foreign Legion, and with the aid of a baby camel and its mamma, defeats the fierce Arab band of Ali Baba the Ferocious. Fairly amusing, but far from the best of the series.

Running time—7 minutes.